

Big Ideas for Small Businesses from the Forsyth Tech Small Business Center

An Interview with Winston-Salem Mayor Allen Joines:

BIG Ideas about Small Business

By Allan Younger

Allen Joines is the current mayor of Winston-Salem, North Carolina. Joines was elected mayor of Winston-Salem on November 6, 2001. In 2009, he was also appointed chairman of the North Carolina Economic Development Board. He has significant experience with large and small businesses. He was a guest of the Small Business Center in 2013 and shared his insights with several current and prospective business owners. Here are some of the things that we discussed:

What are the two biggest small business challenges that you see?

Lack of adequate start up or mezzanine financing and a continuing soft economy.

What do you "predict" for the future of small businesses in Winston-Salem and nationally?

Small business, particularly innovation companies, will be the mainstay of the economy in the future. I believe that successful cities of the future will be those that embrace a culture of innovation and rapid change.

What local resources are available to current and prospective small businesses?

The Small Business Tech Development Center; the Forsyth Tech Small Business Center; the Micro Enterprise Loan program; the City of Winston-Salem Small Business Loan program and the SBA Loan programs.

What are two lessons that you have learned while in your current role as Mayor of Winston-Salem?

Every project has its time. You cannot force a project that is not ready or if the environment is not conducive to that effort. Secondly, the only successful way of getting things done is to build collaborations.

What are two lessons that you have learned while in your previous roles?

Be prepared to work harder than your subordinates and constantly be on alert for changes in the local environment and how new trends might impact the community.

What is a legal consideration that is often overlooked when starting or managing a small business?

Creating appropriate organizational structure for the type of company being started.

What are some examples of poor planning that you have seen recently from small businesses?

Not really understanding the market they are entering with a product and what the competition will be. They often fail to differentiate their product or service from their competitors.

What do you think are three things that someone should ask him/herself when determining whether to start a business?

Am I willing to devote the time it will take to make this successful (80-hour weeks). Do I have the finances in place to weather the start-up period. Have I created a business plan that addresses the market, my competitors and the real financial potential for the product or service.

What final words of encouragement do you wish to share with our clients?

Small businesses are the backbone of our economy. We must have successful and growing small businesses if our community is going to be healthy.

As you can see, the Small Business Center provides a variety of services to small businesses in Forsyth and Stokes counties.

We are constantly looking for ways to meet the needs of our clients. Contact us for more information by sending an email to sbc@forsythtech.edu or calling 336.631.1320.

Our resources and advice are always available and always free of charge.

The Bottom Line

from the Micro Enterprise Loan Program

Stepping Out On Your Own

By Darryl Little

Chief Executive – Micro Enterprise Loan Program

Many people have a dream of becoming their own boss—maybe you're one of them. Don't know how to get started? Here are four simple first steps to take to find out if managing your own business is right for you.

1. Identify a business that meets your needs and will bring you satisfaction. Consider doing something you're already familiar with or explore a business that interests you. Another way to go is to consider developing a service or product that meets a need that doesn't yet exist. Choose an opportunity that excites you, because you'll be investing a lot of sweat and energy into the venture!
2. Develop a business plan, taking into consideration what type of business you want to set up. Include your goals, objectives, target audiences and action steps. Do your research first before spending any money. Find out if there is a need or market for your product or service.
3. Get a clear picture of your personal finances, so you have an idea of how much you have to invest in this business and how much you might have to borrow.
4. Share your idea with others. This is one of the keys to success. Pitch the idea to family members and friends while searching for support or to future partners seeking potential investment. Educate yourself about business principles from idea conception to supply chain management. Savvy investors will look for these skills as they determine whether or not to invest.

If you have an entrepreneurial spirit and a great idea you'd like to launch but aren't sure how to get started, consider enrolling in some of the small business seminars offered at the Forsyth Tech Small Business Center. There you'll find a wealth of resources and caring experts who will put you on a path to success.

For more information about the Micro Enterprise Loan Program, contact Darryl at 336.722.9600 or email him at melp@bellsouth.net.

If there is a financial topic you'd like to see highlighted in an upcoming issue, send your suggestion by email to: sbc@forsythtech.com.



Get Your Copy of
Tech Quarterly
The Magazine of Forsyth Tech

Tech Quarterly offers informative and entertaining stories about Forsyth Tech events, corporate partners, alumni and faculty. To get your copy, contact Crystal Jester at 336.734.7532 or cjester@forsythtech.edu.

Custom-Made Just For You

William Thompson, Director of Corporate Education

Corporate Training is one of several departments within Forsyth Tech's Economic Workforce and Development division. It offers training solutions in single-session workshops or a multi-session series of workshops covering a wide range of topics for enhancing the skills of employees. From building leadership skills to forming workforce skills and from providing extraordinary customer service to delivering amazing employee day-to-day performance, Forsyth Tech Corporate Training can customize a training plan built to meet your team's specific educational or developmental needs.

The Corporate Training team includes full-time and contract members who bring a wide variety of practical business experience to the classroom. They use training modules from well-known educational partners. The modules can be fully customized to meet your business needs with class sessions ranging from a half day to a full day. They can be delivered at your business or on a Forsyth Tech campus. Whether your team wants classes to develop individual skills or build new skill sets in areas from soft skills to computer skills, Corporate Training is ready to help them drive their performance and your business results. We can deliver the right training on the right subject at the right time for your team's success!

*If you have questions
or would like to schedule a class, please call
William Thompson at 336.734.7717.*

sbcfyvi

What's Happening At The Forsyth Tech Small Business Center

An Innovative Move



You may have already heard the great news that Forsyth Tech will have a presence in Wake Forest Innovation Quarter, which will become the new home of the Small Business Center! The Small Business Center will make the big move into its new home in the fall of 2014. Here is a description of the Innovation Quarter from www.wakeforest-innovationquarter.com:

We envision Wake Forest Innovation Quarter becoming a leading hub for innovation in biomedical science and information technology. By attracting a diverse mix of academic groups and early and established companies, providing robust company incubator facilities and services, and supporting current and future tenants, Innovation Quarter can become a place where people are inspired to work, want to live, have an opportunity to learn and are able to play.

Our purpose is to promote the creation of an ecosystem for innovation that supports the people, academic departments and companies in their discovery and development of products and services that can lead to treatments and cures and otherwise enhance the lives of mankind.

Temporary Digs

While waiting to move into Wake Forest Innovation Quarter, the Small Business Center has found a temporary home: Forsyth Tech's Transportation Technology Center! In December 2013, the Small Business Center said farewell to its Fourth Street location and headed north while waiting for renovations in Wake Forest Innovation Quarter to be finalized.

The 122,500 sq. ft. Transportation Technology Center is the only one of its kind in the southeast – it houses the college's Automotive Systems, Heavy Equipment and Transport, Recreational Vehicle Maintenance and Repair, Collision Repair and Refinishing, Motorcycle Maintenance and Repair and Richard Childress Race Car Technology Programs. The Center is located at the former site of the Pinebrook Shopping Center, 4255 North Patterson Avenue, Winston-Salem.

When you stop by to visit the Small Business Center, be sure to ask for a tour of the college's state-of-the-art transportation facility – you're sure to be impressed!



Back for More

The Small Business Center is committed to offering new, interesting and helpful seminar topics each semester. New seminars for the spring 2014 semester include:

- > Before You Quit Your Day Job, Assess Your Readiness for Entrepreneurship
- > Business Lessons for Entrepreneurs
- > Developing a Marketing Strategy for Your Small Business
- > Marketing for Artists and Crafters
- > Planning and Developing Your Unique Business Culture (UBC): Are You Planning for Mediocrity or Extraordinary Success?
- > Putting the Wow Back Into Customer Service
- > Syncing Values, Mission, Vision, and Personal Branding for Your Business
- > The Business Plan: Why You Need One, How To Write It, and How To Use It—Part I
- > Writing A Marketing Plan—Part I
- > Writing A Marketing Plan—Part II

Please let us know of small business topics that would be of interest and benefit you by emailing your suggestions to SBC@forsythtech.edu. We want to keep giving you reasons to return to the Small Business Center to take our classes to help ensure your small business' success and growth.

Expanding North



The mission of the Small Business Center is to help small businesses in Forsyth and Stokes counties succeed by providing high-quality, readily accessible assistance to prospective and existing business owners. In Stokes County, the Small Business Center has increased its seminar offerings to meet the rapidly changing needs of small businesses, including the addition of social media seminars. In the spring of 2014, new seminars will be available in King and Walnut Cove to support the needs of an increasing number of geographically diverse businesses that can benefit from the Small Business Center's offerings.

To meet the growing small business demands in Stokes County, the Small Business Resource Center in Walnut Cove has been re-opened. To arrange a visit to obtain materials, use computers, or meet with a counselor, contact the Small Business Center in Stokes County at SBC@forsythtech.edu or 336.631.1320. For your convenience the Small Business Center can also arrange a meeting for you with a small business counselor in King at the college's Northwest Forsyth Center.

Free, Confidential Counseling Services

The objective of the Small Business Center Network (SBCN) is to increase the success rate and the number of viable small businesses in North Carolina by providing high quality, readily accessible assistance to prospective and existing small business owners which will lead to job creation and retention. Each Small Business Center (SBC) will be a community-based provider of education and training, counseling, referral and information.

The Forsyth Tech Small Business Center promotes economic development. Confidential counseling services and the resource libraries are available free of charge as are most seminars and workshops. For course information and/or to register, visit <http://www.forsythtech.edu/services-businesses/small-business-center>.

If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center at SBC@forsythtech.edu or 336.631.1320.

Presenter Highlights

- > **Teddy Burriss** is widely acknowledged as a master networker, who has amassed an unparalleled network of business associates, partners and colleagues over his 25+ year career. Teddy trains customer-facing workforces to build business and expand their customer relationship results through improved networking skills, including the use of the many different Social Media Tools. Teddy lives out a commitment to his mantra: “Networking is the act of finding, developing and nurturing relationships that mutually move people forward in life.”
- > **Mark Csordos** is president of DenMark Publishing. He has authored three books, two on Entrepreneurship and one on Goal Setting. He has been featured in The New York Times, Vogue and Entrepreneur. He has spoken around the country on topics such as Entrepreneurship, Goal Setting and Time Management, and Sales.
- > **Garry Fisher** is a successful business executive, entrepreneur, and author with 35 years of experience in the financial services industry. He has significant experience in strategic marketing, product management, online marketing and integrated channel management, project management, finance, and business planning. He holds a Master’s Degree in Business Administration and a Bachelor of Art Degree in Economics.
- > **Ruben Gonzales** is experienced in business plan writing and business loan processing. He is a certified instructor in the REAL and FAST TRAC entrepreneurial training programs.
- > **Nick Hawks** has a diverse background in business administration. He is a successful business owner of Mayberry Antiques, and has more than 20 years experience buying and selling antiques and collectibles. He is a certified education specialist trained by eBay and has more than eight years experience selling on eBay.
- > **Greta Lint** brings 30 years of sales, marketing, media and public relations to the classroom, along with a strong background of teaching adults. A small business owner herself, she formed her company in 2003 to help festivals and events promote their activities. She expanded her services to work with small towns, universities, state agencies, etc. She is a veteran of the classroom, having taught at Randolph Community College, UNC-Pembroke and Lenoir-Rhyne University. She is a nationally certified customer training instructor for the program, “License to Serve.”
- > **Kirk Lyles** is President and Founder of r3 Innovate!, a business development firm focused on developing transformational leaders and workplaces—workplaces where everyone “thrives.” Kirk’s mantra in all his teaching and work is: “How we run our businesses can dramatically improve the world.” An educator at heart, Kirk has been a small business manager, owner and consultant, working and teaching in places like California, Boston, North Carolina and South Korea. He has taught in University settings and directed the development efforts for several businesses, schools, nonprofits and an international publisher. Kirk is also a certified TRP® Trainer and Leadership Coach (www.TRPnet.com).
- > **Jacqueline Morgan** is a web designer, trainer/teacher and marketing professional. She is president and owner of J. Morgan Designs. She has created numerous websites for non-profit organizations, schools and small business owners. She is a graduate of High Point University and the University of Phoenix.
- > **Calvin Patterson** is Chairman and CEO of Earnest Harvest, LLC. He wrote and facilitated over \$9 million in grants and loans while serving as Resource Development Manager at Goler Community Development Corporation.
- > **Susan Reagan** has more than 20 years of expertise in market analysis, project management, sales strategy and business relationship development. As Business Counselor with the Small Business and Technology Development Center, Susan helps entrepreneurs and start-up companies chart a strategic plan for profitable growth. Susan holds a bachelor’s degree in Marketing and Business and a master’s in Business Administration.

- > **Carl Smalls** is a business executive and entrepreneur with more than 20 years of experience in sports, marketing, fund development, relationship management, financial services, consulting, strategic planning, corporate finance, higher education and government relations.
- > **Dr. Janice Whitt-Smith** is the Professor of Management at Winston Salem State University where she has served for 13 years. She is also the President and CEO of J.W. Smith and Associates LLC a human resource and organization development expert. As principal consultant and owner of J.W. Smith and Associates, LLC, Dr. Smith is creative, organized, self-motivated, purpose-driven and developmentally focused professional who is a member of international SHRM.

Partnership Programs

The Small Business Center Network (SBCN) along with the Small Business Technology Development Center (SBTDC) is focusing on regional partnerships that promote and support small business owners. The Piedmont Triad Region consists of small business centers in Alamance, Davie, Davidson, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry and Yadkin counties. Here is a list of program providers in our region:

Alamance Community College – Small Business Owners’ Roundtable, Alamance Community College, Burlington Center, Room 120, 1304 Plaza Drive (in Burlington Outlet Village), Burlington, NC. For additional details, call 336.506.4312 or visit www.alamancecc.edu.

Davidson County Community College – 297 DCCC Road, Thomasville, NC. For additional details, call 336.224.4557 or visit www.davidsoncc.edu.

Guilford Technical Community College – Nussbaum Center for Entrepreneurship 1451 South Elm Eugene Street, Greensboro, NC. For additional details, call 336.379.5001 or visit www.gtcc.edu.

Montgomery Community College – 1011 Page Street, Troy, NC. For additional details, call 910.576.6222, ext. 216 or visit www.montgomery.edu.

Randolph Community College – 629 Industrial Park Avenue, Asheboro, NC. For additional details, call 336.633.0240 or visit www.randolph.edu.

Rockingham Community College – Rockingham Community College, 215 Wrenn Memorial Road, Wentworth, NC. For additional details, call 336.342.4261, ext. 2316 or visit www.rockinghamcc.edu.

Surry Community College – 630 South Main Street, Dobson, NC. For additional details, call 336.356.5301 or visit www.surry.edu.

Small Business Development Seminars

Co-Sponsor: Winston-Salem Chamber of Commerce

Presenter: Ruben Gonzales

Time: Wednesdays 6 - 9 p.m. & Tuesdays 1 - 4 p.m.

Cost: Free

Location: Transportation Technology Center, 4255 N. Patterson Avenue, Winston-Salem

Everything You Ever Wanted to Know about Starting a Business

In this seminar, participants identify the personal qualities and skills of successful business owners and other “keys to success” that contribute to the success of small businesses. Participants assess their current skills and knowledge of small business ownership and develop a learning plan to assist them in growing successful enterprises. Participants review the legal and administrative steps necessary to getting a business started and examine the qualities of a model business.

Seminar: #79857 Wednesday, March 5 6 – 9 p.m.

Seminar: #79908 Tuesday, April 8 1 – 4 p.m.

Developing a Small Business Marketing Plan that Works

In this seminar, participants focus on the marketing plan and the importance of market analysis in projecting sales. Participants identify market segments and use market segmentation to project sales. Participants will analyze the connection between a business’ marketing plan and cash flow statement, and will use market analysis to evaluate the ability of a marketing plan to produce sales. Participants will use a variety of sample tools to develop a marketing plan for a sample business.

Seminar: #79863 Wednesday, March 12 6 – 9 p.m.

Seminar: #79917 Tuesday, April 15 1 – 4 p.m.

Keeping Small Business Records and Paying Your Taxes

Keeping good financial records is a critical step in managing a successful enterprise. This seminar addresses the financial records needed for good business management. In this module, participants will also become familiar with tax procedures and forms that owners must file to comply with state and federal regulations for reporting business activity. Participants will demonstrate the connection between cash flow projections and the bookkeeping system created for a business, practice posting business transactions to monthly cash receipts and disbursements journals, and demonstrate how good bookkeeping practices and regular financial statements give a clear snapshot of a business’ health and tax liabilities.

Seminar: #79882 Wednesday, March 19 6 – 9 p.m.

Seminar: #79927 Tuesday April 22 1 – 4 p.m.

How to Write a Convincing Business Plan

In this seminar, participants will evaluate the business plan format and the importance of an Executive Summary for attracting interest and investment. Participants will have an opportunity to review sample chapters in a variety of business plans to evaluate their own concept development. The business plan seminar will include examples of market feasibility of the business concept, a marketing plan and start-up cost analysis. Participants will utilize a variety of tools to review and evaluate examples of various business plans.

Seminar: #79898 Wednesday, March 26 6 – 9 p.m.

Seminar: #79931 Tuesday, April 29 1 – 4 p.m.

Searching for a Loan for a Start-up or Business Expansion

In this seminar, participants will receive an introduction to both traditional and non-traditional sources of funding for a business operation. Participants will review the variety of resources available for funding a business start-up or expansion. The review will include information on local funding sources, the SBA loan programs (including the SBA 7a program, Micro Loan Program and the 504 Loan Program), and other non-profit organizations that do small business lending. Participants will assess the assortment of factors that a lender uses to evaluate loan applications and practice completing a loan application for a local small business funding organization.

Seminar: #79904 Wednesday, April 2 6 – 9 p.m.

Seminar: #79932 Tuesday, May 6 1 – 4 p.m.

Workshops and Seminars

Co-Sponsors: Winston-Salem Chamber of Commerce and Small Business and Technology Development Center

Cost: Free

Locations: Transportation Technology Center, 4255 N. Patterson Avenue, Winston-Salem

Grady P. Swisher Center, 1108 Swisher Center Rd., Kernersville (GSC)

Unless otherwise indicated, workshops and seminars will be held at the Transportation Technology Center

> Business Startup

10 Biggest Mistakes that Entrepreneurs Make and How to Avoid Them

Presenter: Carl Smalls

Research has shown that there are 10 Common Mistakes that prevent most entrepreneurs from becoming successful. These mistakes, and how to avoid or correct them, will be covered in this seminar. Take the seminar, and then take it again...and again. Perhaps not that many

times, however, you will want to keep these mistakes top-of-mind and make sure that you don't commit them. We believe this seminar will lead you in the proper direction and ensure your success.

Seminar: #79888 Wednesday, Jan. 29 6 – 9 p.m.

Seminar: #79889 Tuesday, Feb. 11 6 – 9 p.m.

Business Lessons for Entrepreneurs *New Offering*

Presenter: Mark Csordos

This seminar deals with the mental and emotional aspects of starting and running a small business rather than the Xs and Os, such as the legal structure of the business. Small Business owners will learn how to find that first client, how to deal with rejection, how to sell businesses and individuals and most importantly what owning their own business is really like.

Seminar: #79851 Wednesday, Feb. 26 1 – 4 p.m.

Seminar: #79853 Wednesday, Feb. 26 6 – 9 p.m.

Before You Quit Your Day Job, Assess Your Readiness for Entrepreneurship *New Offering*

Presenter: Dr. Janice Whitt-Smith

Many people debate whether or not becoming a business owner is in their short- and long-term best interests. This workshop focuses on helping you to determine whether your "dream" of a business can become a reality. We will look at your personality preference, emotional intelligence quotient, and the characteristics many believe are needed for successful business ownership. We will discuss strategies for exiting or leveraging your "day" job as you create your own business or use your skills to be an entrepreneur with creative ideas for the company for which you now work.

Seminar: #79802 Thursday, Jan. 16 1 – 4 p.m.

Developing a Marketing Strategy for Your Small Business *New Offering*

Presenter: Garry Fisher

In this seminar, participants will learn about the key components of an effective marketing strategy and how to develop one, as well as explore the linkage between a company's mission and business plan and its marketing strategy. During the seminar, participants will analyze businesses in several different industries to identify their marketing strategies, and/or develop a marketing strategy for a fictional company.

Seminar: #79859 Thursday, March 6 6 – 9 p.m.

Marketing for Artists and Crafters *New Offering*

Presenter: Greta Lint

Do you give your art and craftwork away? Why not learn how to make some money selling it? Learn about “shameless self-promotion” and why it is so important. Discover your comfort zone and learn how to break out of it to find new opportunities and new customers. This class is designed for visual artists who struggle with trying to make a living with their talents. Students are invited to bring a piece of their work.

Seminar: #79795 Tuesday, Jan. 14 6 – 9 p.m.

Planning and Developing Your Unique Business Culture (UBC): Are You Planning for Mediocrity or Extraordinary Success? *New Offering*

Presenter: Kirk Lyles

What really determines business success and failure? What are the values on which you will build your business, and that you want your business to reflect—to your staff, customers and the world? What is a “business culture” and why is it important? Can your business really help “change the world?” These are just a few of the questions we will answer together in this fast-paced, interactive workshop. Small business owners leave this seminar inspired to think about their business in an entirely new way—and to become a true business “leader” and “innovator.” You’ll also identify the type of culture you want your business to thrive on, and learn practical ways to “run your business so that it doesn’t run you.”

Seminar: #79801 Wednesday, Jan. 22 1 – 4 p.m.

Seminar: #79933 Thursday, April 24 6 – 9 p.m.

Putting the Wow Back Into Customer Service *New Offering*

Presenter: Dr. Janice Whitt-Smith

Sometimes we focus so much on creating the business, we forget that what got us there (to business ownership) is not necessarily what will help us maintain the business. Do you know who your real customers are and how to build their loyalty to you through wowing them with your customer service? The focus of this workshop is on identifying your business “wow” factors and remembering to focus on your customers.

Seminar: #79803 Thursday, Jan. 23 1 – 4 p.m.

> Pre-Venture Orientation**“Thinking of Starting Your Own Business”**

Presenter: Susan Reagan

Are you thinking about getting into business for yourself? This seminar covers the issues that an individual should consider before thinking about opening the doors to their own business. In other words, this seminar is the starting point on your journey into business ownership. Learn how to identify critical issues and make the right decisions as you prepare to start your business.

Seminar: #79829 Tuesday, Jan. 14 3 – 5 p.m.

Seminar: #79834 Wednesday, Feb. 12 3 – 5 p.m.

Seminar: #79872 Tuesday, March 18 3 – 5 p.m.

Seminar: #79906 Wednesday, April 9 3 – 5 p.m.

Seminar: #79939 Tuesday, May 13 3 – 5 p.m.

Syncing Values, Mission, Vision, and Personal Branding for Your Business *New Offering*

Presenter: Dr. Janice Whitt-Smith

In this seminar, participants will focus on developing the framework for their new business. We will discuss mission, vision and values and their importance to your business. You will have hands-on experience in creating or revising your mission and vision statements; developing a tagline and personal branding strategy; and identifying the core values of your business and how they should inform the way you do business. Participants will develop a one-minute message to share that brands their business,

Seminar: #79806 Thursday, Jan. 30 1 – 4 p.m.

The Business Plan: Why You Need One, How to Write It, and How to Use It *New Offering*

Presenter: Garry Fisher

“Those who fail to plan—plan to fail.” In this seminar, participants will learn (1) why taking the time to create a plan for their business is crucial to their success, (2) what comprises a thorough, compelling plan, (3) important mistakes to avoid, and (4) what key tools and information sources are available to help them build a solid, realistic business plan. During the seminar, participants will review and evaluate several sample business plans.

Seminar: #79805 Tuesday, Jan. 28 6 – 9 p.m.

Website Building 101 for Small Businesses

Presenter: Jacqueline Morgan

If you are a small business owner or individual who wants to take your business to the next level by creating a web presence, then this beginning web design class is right for you. This seminar can help you quickly and efficiently design a website for your business with little technical knowledge. Don't continue to lose valuable clients because you lack a web presence. A website can be a valuable marketing tool that your business cannot continue to do without. This seminar will share with you various resources available to help you quickly build a web site in a short period of time.

Seminar: #79830 Wednesday, Feb. 5 6 – 9 p.m. GSC 141

Seminar: #79928 Tuesday, April 22 6 – 9 p.m. GSC 203

Writing a Marketing Plan I *New Offering*

Presenter: Greta Lint

Do you know where you are going with your company? Is it a gut feeling or have you written your ideas down? Is your company growing or is business flat? All business owners need a pathway to promote their products/services. Part of the process is learning about your competition, the marketplace and trends. Learn what a marketing plan is, why it is so important and what kind of information goes into it. This class is designed for micro and small business owners and marketing directors who have either never created a plan or need to update a current one.

Seminar: #79891 Tuesday, Feb. 11 1 – 4 p.m.

Seminar: #79895 Thursday, March 13 6 – 9 p.m.

Writing a Marketing Plan II *New Offering*

Presenter: Greta Lint

Advertising and promotion aren't what they used to be. There are so many different outlets. Find out which promotional strategies can work for you and how to implement them. Learn how to identify your customers and expand your reach to new ones. Discover free advertising opportunities and learn how to partner with others. Get pointers on how to work with your local media and why they are an important part of your plan. What do your customers think of your product/services? Learn why feedback is important to advancing your business growth. This class is designed for micro and small business owners and marketing directors who have either never created a plan or need to update a current one.

Seminar: #79894 Tuesday, Feb.18 1 – 4 p.m.

Seminar: #79897 Thursday, March 20 6 – 9 p.m.

> eCommerce

eBay Your Way to Success: Selling Items on eBay

Presenter: Nick Hawks

During this fast-paced seminar, business owners will learn the best practices to use when setting up an account, advertising items for sale, taking payments and shipping. Topics will include eBay features and policies, registering an account, choosing formats and categories, writing descriptions that sell, taking and submitting photos, using the help section, feedback, using PayPal and shipping tips.

Seminar: #79832 Wednesday, Feb. 5 6 – 9 p.m.

Seminar: #79864 Wednesday, March 12 6 – 9 p.m. GSC 212

Seminar: #79905 Thursday, April 3 1 – 4 p.m.

Selling Items on eBay: Beyond the Basics

Presenter: Nick Hawks

This seminar takes business owners to the next level of their eBay experience. This hands-on course is a fantastic way to provide a step-by-step approach to those individuals who are ready to take the next step in their experience as sellers on the world's leading online marketplace.

Seminar: #79837 Wednesday, Feb. 12 6 – 9 p.m.

Seminar: #79884 Wednesday, March 19 6 – 9 p.m. GSC 212

Seminar: #79915 Thursday, April 10 1 – 4 p.m.

eBay Store

Presenter: Nick Hawks

This seminar will take business owners to the next level of their eBay experience. This hands-on seminar is a fantastic way to provide a step-by-step approach to those individuals who are ready to become eBay Store owners. You will learn how to optimize your eBay store, how to market your eBay store more effectively and how to list and sell your items in your eBay store.

Seminar: #79840 Wednesday, Feb. 19 6 – 9 p.m.

Seminar: #79886 Wednesday, March 26 6 – 9 p.m. GSC 212

Seminar: #79923 Wednesday, April 16 1 – 4 p.m.

> Grants

Grant Seeking/Grant Writing 101

Presenter: Calvin Patterson

This seminar is designed for small business owners interested in gaining the fundamentals of grant seeking and grant writing. Through interaction, role playing and sharing best practices, you will learn how to identify prospects, how to establish relationships with prospective funding organizations and individuals, how to structure a grant proposal and how to meet deadlines while delivering the best possible product.

Seminar: #79788 Thursday, Jan. 16 6 – 9 p.m.

Grant Seeking/Grant Writing 102

Presenter: Calvin Patterson

This seminar is a continuation from Grant Seeking/Grant Writing 101. Business owners will refine and further develop strategies to submit successful grant proposals. Examination of specific grant components and concepts helps to achieve proficiency.

Seminar: #79789 Thursday, Jan. 23 6 – 9 p.m.

Grant Seeking/Grant Writing 103

Presenter: Calvin Patterson

This seminar is a continuation from Grant Seeking/Grant Writing 102. Business owners will break out into groups and create a mock grant utilizing the knowledge and information gained from the previous seminars. The evaluation of action items and results helps participants gain confidence to seek other specific opportunities to write and submit grant proposals.

Seminar: #79790 Thursday, Jan. 30 6 – 9 p.m.

> Budgeting**Effective Budgeting for Grants 101**

Presenter: Calvin Patterson

Focus will be on the critical nature of effective budgeting in the context of the grant development process. What are the programs and initiatives of the organization seeking funding? What is the overall fund development strategy for the project/organization? Have programs and services been reviewed for cost/benefit analysis?

Seminar: #79838 Thursday, Feb. 13 6 – 9 p.m.

Effective Budgeting for Grants 102

Presenter: Calvin Patterson

Focus will be on various types of budgeting templates that are used, the relationship between budgeting and accounting, and the role of leadership and staff in developing an operating budget/project budget.

Seminar: #79844 Thursday, Feb. 20 6 – 9 p.m.

Effective Budgeting for Grants 103

Presenter: Calvin Patterson

Focus will be on developing an actual budget, reviewing the budget and recommendations for increased effectiveness in the budget development process.

Seminar: #79854 Thursday, Feb. 27 6 – 9 p.m.

> Social Media**Social Media for Small Business**

Presenter: Teddy Burriss

Participants will learn what social media channels to participate in and why. We will introduce you to the steps of contributing, collaborating, connecting and cramming (research) to grow your business. Social media has been around far too long for small businesses not to be participating in them today.

Seminar: #79791 Tuesday, Jan. 7 1 – 4 p.m.

Seminar: #79835 Tuesday, Feb. 11 6 – 9 p.m. GSC

Seminar: #79855 Tuesday, March 4 6 – 9 p.m.

LinkedIn for Small Business

Presenter: Teddy Burriss

Regardless of the size of your business or the industry you are in, LinkedIn is a beneficial business tool. Using your LinkedIn profile and company page can be a powerful way to build relationships that can build business success. Using LinkedIn is different than just “having a profile.” We’ll show you how to participate and get value for your business.

Seminar: #79798 Tuesday, Jan. 21 1 – 4 p.m.

Seminar: #79877 Tuesday, March 18 6 – 9 p.m.

Seminar: #79885 Tuesday, March 25 6 – 9 p.m. GSC

Facebook for Small Business

Presenter: Teddy Burriss

If your business targets consumers, Facebook pages provide a great resource to connect, engage and build relationships that provide opportunities to drive customers to your store and website. We’ll show you how to get started, and how to manage and engage with your followers in a way to drive business opportunities.

Seminar: #79808 Tuesday, Feb. 4 1 – 4 p.m.

Seminar: #79901 Tuesday, April 1 6 – 9 p.m.

Seminar: #79912 Tuesday, April 8 6 – 9 p.m. GSC 212

Blogging for Small Business

Presenter: Teddy Burriss

Participants will learn what blogging is as well as the basics of how to share useful information and stories with their audience that can demonstrate their industry expertise. Small businesses that blog know that it is a great tool to create leads and business opportunities. Blogging also helps to build awareness of their business solutions and/or services.

Seminar: #79849 Tuesday, Feb. 25 1 – 4 p.m.
 Seminar: #79916 Tuesday, April 15 6 – 9 p.m.
 Seminar: #79935 Tuesday, May 6 6 – 9 p.m. GSC 212

Computer Classes

For more information on our computer classes or to pre-register, call the Customer Service Center at 336.761.1002. Most computer classes require a textbook and students will need to bring a USB flash drive to class. For more information regarding the purchase of textbooks, call Forsyth Tech West Campus Bookstore at 336.734.7754.

Cost: Registration Fee-\$70.00, Lab Fee-\$5.00, Book-Required for the classes indicated. Cost varies.

Location: Grady P Swisher Center, 1108 Swisher Center Rd., Kenersville, NC (unless otherwise indicated)

Accounting for Business

(Book required – bring USB flash drive)

This course illustrates the basics of finance and accounting: the basic accounting equation; working with T accounts; debits and credits; the accounting cycle and journal transactions; working with the general ledger; generating financial statements; and working with adjusting and closing entries.

Course: #80486 Apr. 21 – Jun. 16 M, 6 – 9 p.m. GSC 141

QuickBooks Pro 2011 Level I

(Book required – bring USB flash drive)

Students will receive an introduction to accounting principles, customer transactions, vendor transactions and online banking. By the end of this session, students will create a workbook from scratch.

Prerequisite: Windows course or working knowledge.

Course: #79794 Feb. 4 – Feb. 27 T-Th 1 – 4 p.m. GSC 203

QuickBooks Pro 2011 Level II

(Book required – bring USB flash drive)

Students will be introduced to physical inventory and sales tax, setting up and using payroll, and other balance sheet account transactions. Students will learn how to make journal entries, customize reports, create custom templates and close the books.

Prerequisite: Quick books Pro Level I

Course: #79878 Mar. 18 – Apr. 10 T-Th 1 – 4 p.m. GSC 203

Industrial Training

The following industrial training is periodically offered as open enrollment or customized courses.

For more information, call 336.734.7705 or email Tom Jaynes, Director of Industrial Training, at tjaynes@forsythtech.edu.

Lean Manufacturing

This workshop will serve as an introduction to Lean Manufacturing principles, providing a solid foundation of the tools and principles involved. These principles apply to all business operations of any enterprise, not just manufacturing. An interesting four-part manufacturing game simulation effectively reinforces the learning process. Learn tools and methods training are available.

Six Sigma

Learn how to effectively apply the fundamentals of Six Sigma to consistently deliver near-perfect products and services. The session will include information on management's role, cultural issues and the necessary infrastructure for effective Six Sigma deployment. Yellow Belt, Green Belt and Black Belt Certification Training are available.

ISO 9000

The ISO 9000 training provides an overview of quality management system standards including benefits and audit considerations. Training will help you decide whether your implementation process should be to pursue a gap analysis or a detailed system development approach. ISO 9000 is applicable in all organizations.

Industrial/Manufacturing Blueprint Reading

This course is designed to develop the student's abilities to read and interpret engineering drawings. The foundation for this is achieved through study of such topics as: the role of ANSI Standards, multi-view drawings, sectional views, dimensions and tolerances, Geometric Dimensioning and Tolerancing, and part feature specifications.

What's Happening in Stokes County?

Workshops and Seminars

Co-Sponsor: King Chamber of Commerce

Location: Northwest Forsyth Center, 3111 Big Oaks Drive, King

eBay Your Way to Success: Selling Items on eBay

Presenter: Nick Hawks

During this fast-paced seminar, business owners will learn the best practices to use when setting up an account, advertising items for sale, taking payments and shipping. Topics will include eBay features and policies, registering an account, choosing formats and categories, writing descriptions that sell, taking and submitting photos, using the help section, feedback, using PayPal and shipping tips.

Seminar: #79793 Thursday, Jan.9 6 – 9 p.m. NWFC 113

Selling Items on eBay: Beyond the Basics

Presenter: Nick Hawks

This seminar takes business owners to the next level of their eBay experience. This hands-on course is a fantastic way to provide a step-by-step approach to those individuals who are ready to take the next step in their experience as sellers on the world's leading online marketplace.

Seminar: #79797 Thursday, Jan. 16 6 – 9 p.m. NWFC 113

eBay Store

Presenter: Nick Hawks

This seminar will take business owners to the next level of their eBay experience. This hands-on seminar is a fantastic way to provide a step-by-step approach to those individuals who are ready to become eBay Store owners. You will learn how to optimize your eBay store, how to market your eBay store more effectively and how to list and sell your items in your eBay store.

Seminar: #79804 Thursday, Jan. 23 6 – 9 p.m. NWFC 113

Setting Up Your Facebook Page for Small Business

Presenter: Teddy Burriss

If your business targets consumers, Facebook Pages provide a great resource to connect, engage and build relationships that provide opportunities to drive customers to your store and website. We'll help you to get started, setup your page, administrators, insert your logo and to begin building connections that drive business opportunities thru social media. Limited to 14 and you must have an on-going business to attend this lab.

Prerequisite: access to your email from any computer and a personal Facebook account

Seminar: #81579	Monday, Feb. 3	8 – 11a.m.	NWFC 113
Seminar: #81580	Wednesday, Feb. 5	6 – 9 p.m.	Dodgetown 103
Seminar: #81851	Monday, May 5	8 – 11 a.m.	NWFC 113
Seminar: #81852	Wednesday, May 7	6 – 9 p.m.	Dodgetown 103

Introduction to Social Media for Small Business

This conversation is an introduction of social media as a small business communications tool. We will discuss the purposes and benefits of the various social media channels in today's fast paced environment.

Seminar: #79930 Wednesday, April 23 8 – 10 a.m. NWFC 113

Social Media for Small Business

Presenter: Teddy Burriss

Participants will learn what social media channels to participate in and why. We will introduce you to the steps of contributing, collaborating, connecting and cramming (research) to grow your business. Social media has been around far too long for small businesses not to be participating in them today.

Seminar: #79938 Monday, May 12 8 – 11 a.m. NWFC 113

ForsythTech

More Than You Know

2100 Silas Creek Parkway
Winston-Salem, NC 27103-5197

Non Profit
Organization
US POSTAGE
PAID
Greensboro, NC
Permit #1068

The mission of the Small Business Center is to increase the success rate and the number of viable small businesses in North Carolina by providing high quality, readily accessible assistance to prospective and existing business owners and their employees. Confidential counseling services and the resource libraries are free of charge. Some seminars and workshops require a minimum fee.

If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for free information and counseling at 336.631.1167.

The Forsyth Tech Small Business Center offers courses, workshops, certification programs, custom training and more, all designed to help you and your business grow and prosper!

Look inside to see a complete list of our upcoming offerings at locations throughout Forsyth and Stokes Counties, including:

- **Transportation Technology Center, 4255 N. Patterson Ave., Winston-Salem**
- **Grady P. Swisher Center, 1108 Swisher Center Rd., Kernersville**
- **Northwest Forsyth Center, 3111 Big Oaks Dr., King**
- **Stokes County Center, 1165 Dodgetown Rd., Walnut Cove**

Questions? Contact the Small Business Center at 336.631.1320 or SBC@forsythtech.edu